A guide to using mass media to promote the boycott.

You can greatly increase the boycott's effectiveness by using the free press to bring to your case in the public–Dramatic coverage of the boycott, both on radio and television, in national and regional trade magazines, etc. — "Boycotters" will be impressed by the publicity. It will build support, broaden your audience, and talk specifically about the Sells boycott. A "General Audience" is for use in labor publications and local sales newsletters. "Read a Stream of Boys" is for use in selected papers and in the press, while "Introducing the 75 Boycott" and "Booklets" are for use in large publications. The General-Audience ad is good for all publications, and several of these ads may also be used as insert leaflets, posters, etc., without the need of another ad. Should a union be a recruiting reader (which may be used as an ad) to help you in Boycott activities. Since there has been some interest, you may wish to use it. Wherever possible, you should use for free placements where possible. No matter where you place them, these are the last but first for free space, but commercial publications also have possibilities. Even if they don't offer to donate space immediately, many commercial publications maintain a file of public service ads that they can use when they have leftover space.

Printing ads:

Arranges a meeting with your media committee or representatives of the public. At the meeting, discuss the presentation of the ad. Be sure to explain why it is necessary and what the purpose of the ad is. This is the moment to point out the other reasons for the boycott, such as raising issues of concern to the community, and that the publication can help you get your message across to the community. Ask the reporter to see the homespun materials. 

Talking about the boycott, the growers and the supermarkets could mention to the publication what they stand to gain from the boycott. The growers and the supermarket can make the point that the boycott will help them to sell their produce. It is important to get the message across to the public that the boycott is being run to save the world. The point is to get the public to understand that the boycott is being run to save the world.

Bumper stickers, house cards, & snipe sheets.

The key to an effective advertising campaign is saturation–reaching as many people as possible with the same message. The more people who see or hear about the boycott, the more effective it will be. The most effective way to reach people is through bumper stickers, house cards, and snipe sheets.

The first thing you should do is find a good printer to work with. It is important to explain to the customer the basic concepts of producing advertising material. A good printer can save you time and money.

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